

Things happen every day that can impact safety and productivity. Government organizations can use AlertsMA to send **emergency** and **non-emergency notifications** to staff and stakeholders throughout the Commonwealth of Massachusetts.

HOW CAN IT BE USED?



EMERGENCY ALERTS

such as intruders, suspicious packages, or shelter-in-places.



BUILDING ALERTS

such as building closures or power outages.



STATEWIDE EMPLOYEE ALERTS

such as weather cancellations or other HR/IT messages.



AGENCY/INTEREST SPECIFIC ALERTS

such as events, reminders, or interest groups.



FIELD SAFETY COMMUNICATIONS

such safety check-ins & panic button features.

WHO CAN GET NOTIFIED?

- Employees
- Contractors
- Building tenants
- Constituents, visitors, and the public

COMMUNITY ENGAGEMENT KEYWORDS

allow people to text keywords to opt-in for notifications about key events and interest areas, such as COVID19, a 4th of July celebration, or a visit to a state building.

WHAT COMMUNICATION CHANNELS CAN BE USED?



Text



Email



Voice



Mass.gov



Mobile App



Social Media



Desktop



Digital Signs



& More

HOW MUCH DOES IT COST & WHEN CAN I GET IT?

- EOTSS will buy enough licenses to notify all executive branch employees and contractors
- Executive branch agencies can use these licenses for their own purposes (w/out a chargeback) and can purchase additional features if needed via a Master Service Agreement/Price List
- Local government agencies can buy their own licenses using the Agreement/Price List
- AlertsMA will be implemented in phases starting with statewide employee notifications and location specific notifications for the State House/nearby buildings; in FY21 agencies can use AlertsMA for their own purposes